

APPLAUSE

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Well Done!



D.C. Eatery Recognized Once Again!

Who's got the best steak in Washington, D.C.? According to *Washingtonian* Magazine restaurant critic Robert Shuffner, it's Accommodation Program participant Sam & Harry's.

Proprietors Michael Sternberg and Larry Work are often cited by reviewers and peers alike for excellence—in food and service—and believe their success has come by "removing barriers to dining."

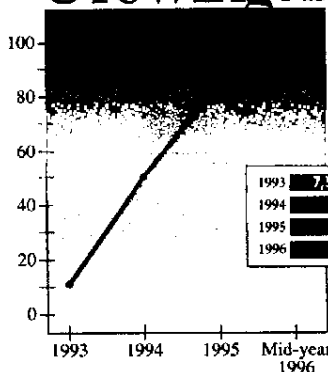
"We want everyone to feel welcome and at ease the moment they walk in the door," Sternberg said. "That way, they can concentrate on enjoying their meal—and they'll keep coming back."

The restaurant, which generates about \$4 million annually and was selected as one of last year's DiRONA (Distinguished Restaurants of North America) Award winners, began using The Accommodation Program materials in 1995. Silver and gold program signage designates smoking areas, and sections are well ventilated and separated by floor-to-ceiling partitions.

Sternberg believes strongly that enterprising restaurateurs can accommodate all of their customers' preferences. He offered Sam & Harry's as proof. In fact, he invites non-believers to stop in next time they're in Washington and see first-hand how well accommodation of non-smokers and smokers can work.



Growing Support for Accommodation



Since the program's launch in 1993, support for accommodation has shown solid, consistent growth. More and more hospitality associations are offering The Accommodation Program as a free benefit to members. Individual hospitality establishments are also choosing accommodation in greater numbers as a means to meet the preferences of their customers. Since 1993, participation in the program has increased threefold and the number of supporting hospitality associations has increased nearly 90 percent.

The program continues to expand and improve its customer service resources and training materials, while striving to include an even larger portion of the industry in 1996.

The Stars of Accommodation

A salute to accommodation champion Bill Anton, chairman of Anton Airfood Incorporated. Anton Airfood owns and operates restaurants in major airports, such as Washington National, JFK, Dallas-Fort Worth and New York LaGuardia, and has recently opened a state-of-the-art upscale concession program at the new T.F. Green airport in Providence, Rhode Island.

Every one of Anton's full-service, food and spirits operations participates in The Accommodation Program. "As we continue to develop new restaurants, The Accommodation Program will always be there," Concomitantly Bill!

Mailbox

What Do You Think?

This section of *Sign of the Times* invites you to share your thoughts with other readers by sending your comments, anecdotes about issues relating to customer service, The Accommodation Program or this newsletter to the editor of the upcoming issue.

Mail to: Sign of the Times, Mailbox
The Accommodation Program
Attn: Editor
One Gateway Center, Level 10
Pittsburgh, PA 15222

Or fax: 412-394-6620

We look forward to hearing from you.

FREE MATERIALS AND HOW TO GET THEM



May we take your order?

1-800-929-1414

It's easy to get materials from The Accommodation Program.
To order, please enclose the completed form below and send to:

The Accommodation Program
P.O. Box 8073, Dover, DE 19905-9911
(or call 1-800-929-1414)

All materials are free to program participants. Please write the quantity of materials you are requesting in the space provided. Maximum order quantities are listed in parentheses to ensure availability of materials for all participants.



General Materials

- ☐ Window Decals (5 of each per establishment)
 - ☐ red/green ☐ silver/gold
- ☐ Table Tents (4 of each pack per establishment)
 - ☐ non-smoking, red/green (10 per pack)
 - ☐ smoking, red/green (10 per pack)
 - ☐ non-smoking, silver/gold (10 per pack)
 - ☐ smoking, silver/gold (10 per pack)
- ☐ Welcome Plaques (1 of each per establishment)
 - ☐ red/green ☐ silver/gold
- ☐ Customer Overview Cards (3 of each pack per establishment)
 - ☐ red/green (10 per pack)
 - ☐ silver/gold (10 per pack)
- ☐ General Signage (5 of each per establishment)
 - ☐ "Smoking permitted in designated areas"
 - ☐ "This is the smoking area"
 - ☐ "This is the non-smoking area"
- ☐ **NEW** Customer Service Training Video, for employees (1 per establishment)

Restaurant Materials

- ☐ Source Book (1 per establishment)
- ☐ Tip Cards
 - ☐ Host/Hostess (5 per establishment)
 - ☐ Owner/Manager (2 per establishment)
 - ☐ Server (25 per establishment)
- ☐ HVAC Restaurant Technical Bulletin (2 per establishment)

Hotel Materials

- ☐ Welcome Plaques (5 per establishment)
 - ☐ red/green ☐ silver/gold
- ☐ Floor Plaques (20 per establishment*)
 - ☐ non-smoking, red/green ☐ smoking, red/green
 - ☐ non-smoking, silver/gold ☐ smoking, silver/gold
- ☐ Guest Room Table Tents (10 of each pack per establishment)
 - ☐ non-smoking, red/green (10 per pack)
 - ☐ smoking, red/green (10 per pack)
 - ☐ non-smoking, silver/gold (10 per pack)
 - ☐ smoking, silver/gold (10 per pack)
- ☐ Source Book (1 per establishment)
- ☐ **NEW** HVAC Hotel/Motel Technical Bulletin (2 per establishment)

*additional available on request

Bowling Center Materials

- ☐ Signage (10 per establishment)
 - ☐ "Smoking permitted in concourse area"
 - ☐ "No smoking in settee areas"
 - ☐ "No smoking in bowlers' settee area"
- ☐ **NEW** Source Book (1 per establishment)

Name _____
Your Title _____
Business Name _____
Business Address (no P.O. boxes, please) _____
City _____ State _____ ZIP _____
Phone: _____
Fax: _____

Check all that apply:

Restaurant: ☐ Fine Dining ☐ Midscale ☐ Quick Service
☐ Hotel ☐ Bowling Center ☐ Shopping Mall ☐ Stadium/Arena
☐ Bar/Tavern ☐ Airport ☐ Association ☐ Casino
☐ Other (please specify) _____
 Chain Operator ☐ Local ☐ Regional ☐ National
☐ Independent Operator
 Number of Locations: _____

☐ Yes, we may use my establishment's name as a participant of The Accommodation Program for consumer forms, advertising, and other promotional materials without further notice or payment of any fee or expense to me or my establishment as per the signature below.

Signature _____

